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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
END TERM EXAMINATION - JAN 2023**

Semester : Semester V - 2020

Course Code : BDC306

Course Name : SEM V - BDC306 - Introduction to UXD

Program : B. Design - CD & B.Design - PD

Date : 16-JAN-2023

Time : 9.30AM - 12.30PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.*
- (ii) Question paper consists of 3 parts.*
- (iii) Scientific and non-programmable calculator are permitted.*

PART-A

ANSWER ALL THE FOLLOWING QUESTIONS

3Q X 10M = 30M

1. Define User Persona. Explain why User Persona is essential in the UX design process.
(CO1) [Knowledge]
2. Explain all the major phases in UX design process?
(CO2) [Knowledge]
3. What's the difference between qualitative and quantitative research methods?
(CO2) [Application]

PART-B

ANSWER ALL THE FOLLOWING QUESTIONS

2Q X 15M = 30M

4. What is a User flow? Explain with an example. Explain and write about the importance of User flow in the UX design process.
(CO2) [Comprehension]
5. What is usability? Write about the key heuristic principle associated with the UX design process.
(CO3) [Comprehension]

PART-C

VIVA / JURY

1 X 40M = 40M

6. Project presentation and Jury
(CO3) [Application]